

Name _____ Period _____

Chapter 21 / 22 – Distribution

- 1) Define Channels of Distribution:

- 2) Intermediaries _____ the product from the _____
to the _____.

* What is the difference between MERCHANT Intermediaries and AGENT Intermediaries?

- 3) What is the role of a wholesaler?

- 4) List the two types of wholesalers and explain what they are responsible for.

a.

b.

- 5) Retailers sell goods to the _____. On-line retailing is called _____.

- 6) _____ do not own the goods they sell. They act as intermediaries by bringing together _____ & _____.

* Site two different examples of retailers:

- 7) Explain the difference between AGENTS and WHOLESALERS? Give an example of an Agent.

* Name the two types of agent intermediaries:

- 8) What is a food broker?

- 9) What is the definition of a DIRECT Channel of Distribution?

* Give an example:

- 10) What is the definition of INDIRECT Channel of Distribution?

* Give an example:

- 11) Why is important for a company to select the correct form of distribution for their product / business?

- 12) Study the Distribution Channel Charts on pages 378 & 379. Select the best distribution channel for the following examples: (Don't just put "A" or "B"-list each channel identity)

a. Wonder Bread and Campbells Soup_____

b. Fresh tomatoes from a farmers garden _____

c. A specialty item on E-Bay _____

d. Selling jewelry on QVC _____

e. Pampered Chef sales _____

f. Dell Computers _____

13) Why do Industrial (Businesses) shoppers have different distribution channel needs?

* What is the most common method for the industrial market?

* Why is it important for manufacturers to use shorter channels and keep in more direct contact with the retailers that purchase their products?

14) How are giant retailers (WalMart, Home Depot) becoming powerful in the channels of distribution?

15) Distribution Intensity involves_____

_____.

Explain the three levels of distribution intensity and give an example for each.

a.

b.

c.

16) What is e-commerce and what effect is it having on how businesses sell their products. Explain in detail.

17) How many packages does “Amazon.com” ship on a daily basis?

18) Physical Distribution is:

19) What are the five major transportation methods of moving products:
List one advantage and one disadvantage of each method.

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20) What is the difference between a private warehouse and a public warehouse?

21) The main focus of a distribution center is to _____ products, not
_____ products.

